Established under Chhattisgarh Private Universities (Establishment and Operation) Act, 2005

SHRI DAVARA UNIVERSITY NAYA RAIPUR (C.G.)

MASTER OF COMMERCE

SINGLE EXIT POST GRADUATE PROGRAMME CURRICULUM PER NEW EDUCATION POLICY-2020

ONE YEAR POST GRADUATE PROGRAMME FOR FOUR YEAR GRADUATION,

TWO YEAR POST GRADUATE PROGRAMME FOR THREE YEAR GRADUATION,

(SINGLE EXIT AFTER 1ST YEAR TWO SEMESTERS FOR AWARD OF POST GRADUATE DIPLOMA IN CHHATTISGARH)

श्री Davara University

Established under Chhattisgarh Private Universities (Establishment and Operation) Act, 2005

(EFFECTIVE FROM THE SESSION: (2025-26)

MASTER OF COMMERCE (M.COM)

SEMESTER-IV

COURSE STRUCTURE

S. No.	Course Code	Name of Paper	Type of Course	Teaching Hrs. Per Week				Examination Scheme				Total Marks
								Theory		Practical		
				L	T	P	C	EXT	INT	EXT	INT	
1	DUMC- 116	PRINCIPLE OF MARKETING	DSC-I	4	1	-	5	70	30	-	-	100
2	DUMC- 117	ADVERTISING & SALES MANAGEMENT	DSC-II	4	1	-	5	70	30	-	-	100
3	DUMC- 118	MARKETING RESEARCH	DSC-III	4	1	-	5	70	30	-	-	100
4	DUMC- 119	INTERNATION AL MARKETING	DSC-IV	4	1	-	5	70	30	-	-	100
5	DUMC- 120	FINANCIAL MANAGEMENT	DSC-V	4	1	-	5	70	30	-	-	100
Total Credit Hrs / Course:60				Total Credit:20				Total Marks:500				

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<table>
<tr><td>Course Title</td><td colspan="5">PRINCIPLE OF MARKETING</td></tr>
<tr><td>Course Code</td><td colspan="5">DUMC- 116</td></tr>
<tr><td rowspan="2">Course Credits</td><td>L</td><td>T</td><td>P</td><td>C</td><td></td></tr>
<tr><td>4</td><td>-</td><td>-</td><td>4</td><td></td></tr>
<tr><td>Prerequisites</td><td colspan="5">Studied the detailed course of M.Com semester II</td></tr>
<tr><td>Course Objectives</td><td colspan="5">• The Objective of this course is to facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.</td></tr>
<tr><td>Course Contents</td><td colspan="5">Unit – I
Introduction – Meaning, nature, scope and importance of marketing; Marketing concept and its evolution; Marketing mix; Strategic marketing planning – an overview.

Unit – II
Market Analysis and Selection – Marketing environment – macro and micro components and their impact of marketing decisions; Market segmentation and positioning; Buyer behavior; Consumer versus organizational buyers; Consumer decision – making process.

Unit – III
Product Decisions – Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product lifecycle – strategic implications; New product development and consumer adoption process.

Unit – IV
Pricing Decisions – Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.</td></tr>
<tr><td>Course Outcomes</td><td colspan="5">• Understand the foundational concepts of marketing
• Analyze market environments
• Make informed product-related decisions
• Evaluate pricing strategies and policies
• Develop strategic marketing plans</td></tr>
</table>

References Books	**Reference Books:** 1. *Marketing Management* by **Philip Kotler & Kevin Lane Keller** – A comprehensive guide that covers all aspects of marketing theory and practice, widely used in academic and professional settings. 2. *Principles of Marketing* by **Philip Kotler & Gary Armstrong** – This book offers foundational insights into marketing concepts, consumer behavior, and strategic planning, ideal for students and beginners.

<table>
<tr><td rowspan="1">Course Title</td><td colspan="5">ADVERTISING & SALES MANAGEMENT</td></tr>
<tr><td>Course Code</td><td colspan="5">DUMC- 117</td></tr>
<tr><td rowspan="2">Course Credits</td><td>L</td><td>T</td><td>P</td><td>C</td><td></td></tr>
<tr><td>4</td><td>-</td><td>-</td><td>4</td><td></td></tr>
<tr><td>Prerequisites</td><td colspan="5">Studied the detailed course of M.Com semester II</td></tr>
<tr><td>Course Objectives</td><td colspan="5">To provide students with a comprehensive understanding of advertising as a strategic communication tool, covering its principles, processes, media planning, promotional management, and personal selling techniques. The course aims to build analytical and creative skills for effective advertising decision-making in a socially responsible and ethical manner.</td></tr>
<tr><td>Course Contents</td><td colspan="5">Unit – I
Introduction: Concept, Scope, Objectives and Functions of Advertising. Role of Advertising in marketing mix and the advertising process. Legal, ethical and social aspect of advertising.

Unit – II
Pre-launch Advertising Decision: Determination of target audience, Advertising Media and their choice. Advertising messages, Layout of advertisement and Advertising Appeal, Advertising Copy.

Unit – III
Promotional Management: Advertising Department, Role of Advertising Agencies and their Selection, Advertising Budget, Evaluation of Advertising Effectiveness.

Unit – IV
Personal Selling: Meaning and Importance of Personal Selling, - Difference between Personal Selling, Advertising and Sales Promotion. Methods and Procedure of Personal Selling.</td></tr>
<tr><td>Course Outcomes</td><td colspan="5">Explain the concept, scope, and functions of advertising
Identify and analyze pre-launch advertising decisions
Understand promotional management
Differentiate between personal selling, advertising, and sales promotion</td></tr>
</table>

	• Assess the legal, ethical, and social implications of advertising
References Books	**Reference Books:** • *Advertising and Promotion: An Integrated Marketing Communications Perspective* by **George E. Belch & Michael A. Belch** – A widely used textbook that covers advertising strategy, media planning, and IMC frameworks. • *Advertising Management: Concepts and Cases* by **Manendra Mohan** – Offers practical insights into advertising decisions, agency dynamics, and campaign evaluation with Indian case studies. • **Advertising Concept Book: Think Now, Design Later** by *Pete Barry* – Focuses on idea-driven advertising and creative thinking, ideal for developing strong ad concepts. • **Scientific Advertising** by *Claude Hopkins* – One of the earliest and most influential books on advertising, emphasizing research, testing, and consumer behavior. • **Creative Advertising** by *Mario Pricken* – A visual and strategic guide to innovative advertising techniques and campaign design.

<table>
<tr><td>Course Title</td><td colspan="5">MARKETING RESEARCH</td></tr>
<tr><td>Course Code</td><td colspan="5">DUMC- 118</td></tr>
<tr><td rowspan="2">Course Credits</td><td>L</td><td>T</td><td>P</td><td>C</td><td></td></tr>
<tr><td>4</td><td>-</td><td>-</td><td>4</td><td></td></tr>
<tr><td>Prerequisites</td><td colspan="5">Studied the detailed course of M.Com semester II</td></tr>
<tr><td>Course Objectives</td><td colspan="5">To equip students with a comprehensive understanding of marketing research principles, methodologies, and applications. The course aims to develop analytical skills for designing research, interpreting data, and making informed marketing decisions using specialized techniques and tools.</td></tr>
<tr><td>Course Contents</td><td colspan="5">Unit – I
Marketing Research: An Introduction; Marketing Decisions; Marketing Research and Information System.

Unit – II
Marketing Research Methodology, Research Design.

Unit – III
Organization of Marketing Research. Specialized areas of application of marketing research.

Unit – IV
Specialized Techniques of Marketing Research. Motivation Research.</td></tr>
<tr><td>Course Outcomes</td><td colspan="5">Explain the role of marketing research
Design and implement effective research methodologies
Organize and manage marketing research activities
Utilize advanced marketing research techniques
Interpret and apply research findings</td></tr>
</table>

References Books	**Reference Books:** • **Naresh K. Malhotra** – *Marketing Research: An Applied Orientation* Publisher: Pearson Education ISBN: 978-9353433291 1. **Joseph F. Hair Jr., David J. Ortinau, Dana E. Harrison** – *Essentials of Marketing Research* Publisher: McGraw Hill ISBN: 978-1265217181 2. **Dawn Iacobucci, Gilbert A. Churchill** – *Marketing Research: Methodological Foundations* Publisher: South-Western Cengage Learning ISBN: 978-1439081013 3. **Will Leach** – *Marketing to Mindstates* Publisher: Lioncrest Publishing ISBN: 978-1544512402 4. **Jonah Berger** – *Invisible Influence: The Hidden Forces that Shape Behavior* Publisher: Simon & Schuster ISBN: 978-1476759739 5. **Cole Nussbaumer Knaflic** – *Storytelling with Data* Publisher: Wiley ISBN: 978-1119002253

<table>
<tr><td>Course Title</td><td colspan="5">INTERNATIONAL MARKETING</td></tr>
<tr><td>Course Code</td><td colspan="5">DUMC- 119</td></tr>
<tr><td rowspan="2">Course Credits</td><td>L</td><td>T</td><td>P</td><td>C</td><td></td></tr>
<tr><td>4</td><td>-</td><td>-</td><td>4</td><td></td></tr>
<tr><td>Prerequisites</td><td colspan="5">Studied the detailed course of M.Com semester II</td></tr>
<tr><td>Course Objectives</td><td colspan="5">• To provide students with a comprehensive understanding of international marketing concepts, including the scope, challenges, and strategic decisions involved in global business. The course aims to equip learners with the skills to analyze foreign markets, design international products, manage pricing and logistics, and develop effective promotional strategies across borders.</td></tr>
<tr><td>Course Contents</td><td colspan="5">Unit – I
International Marketing; Meaning; Scope, benefits and difficulties of International Marketing: International marketing and Domestic Marketing, reasons for entering International marketing. International marketing environment; Identifying and selecting foreign market.

Unit – II
Foreign market entry mode: Product designing, standardization Vs. Adaptation; Branding, Packaging and Labeling.

Unit – III
Quality issues and after sales service; International pricing; International price quotation; payment terms and methods of payment.

Unit – IV
Promotion of products and services abroad: International channels of distribution; Selection and appointment of foreign sales agents. Logistic decision.</td></tr>
<tr><td>Course Outcomes</td><td colspan="5">• Students will be able to explain the scope, benefits, and challenges of international marketing and differentiate it from domestic marketing.
• Students will understand various foreign market entry modes and evaluate product design strategies including standardization vs. adaptation.
• Students will analyze international pricing strategies, payment terms, and quality assurance practices in global markets.</td></tr>
</table>

	• Students will develop skills to manage international promotion, branding, packaging, and labeling of products and services. • Students will gain knowledge of international distribution channels, logistics decisions, and appointment of foreign sales agents.
References Books	**Reference Books:** 1. Philip R. Cateora and John L. Graham – *International Marketing* Publisher: McGraw-Hill Education 2. Warren J. Keegan and Mark C. Green – *Global Marketing* Publisher: Pearson Education 3. Rakesh Mohan Joshi – *International Marketing* Publisher: Oxford University Press 4. Michael R. Czinkota, Ilkka A. Ronkainen, Annie Peng Cui – *International Marketing* Publisher: Cengage Learning 5. Masaaki Kotabe and Kristiaan Helsen – *Global Marketing Management* Publisher: Wiley 6. Ralph Berndt, Claudia Fantapié Altobelli, Matthias Sander – *International Marketing Management* Publisher: Springer Gable

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<table>
<tr><td>Course Title</td><td colspan="5">FINANCIAL MANAGEMENT</td></tr>
<tr><td>Course Code</td><td colspan="5">DUMC- 120</td></tr>
<tr><td rowspan="2">Course Credits</td><td>L</td><td>T</td><td>P</td><td>C</td><td></td></tr>
<tr><td>4</td><td>-</td><td>-</td><td>4</td><td></td></tr>
<tr><td>Prerequisites</td><td colspan="5">Studied the detailed course of M.Com semester II</td></tr>
<tr><td>Course Objectives</td><td colspan="5">• The objective of this course is to help students of understand the conceptual framework of financial management, and is applications under various environmental constraints.</td></tr>
<tr><td>Course Contents</td><td colspan="5">Unit – I
Financial Management: Meaning, nature and scope of finance; Finance functions - investment, financing and dividend decisions. Capital Budgeting: Nature of investment decisions; Investment evaluation criteria - net present value, internal rate of return, profitability index, payback period, accounting rate of return; NPV and IRR comparison; Capital rationing; Risk analysis in capital budgeting.

Unit – II
Cost of Capital: Meaning and significance of cost of capital; Calculation of cost of debt, preference capital, equity capital and retained earnings; Combined cost of capital (weighted); Cost of equity and CAPM.

Unit – III
Operating and Financial Leverage: Measurement of leverages; Effects of operating and financial leverage on profit; Analyzing alternate financial plans; Combined financial and operating leverage. Capital structure Theories: Traditional and M.M. hypotheses - without taxes and with taxes; Determining capital structure in practice.

Unit – IV
Dividend Policies: Issues in dividend decisions, Walter’s model, Gordon’s model, M-Mhypothesis, dividend and uncertainty, relevance of dividend; Dividend policy in practice; Forms of dividends; Stability in dividend policy; Corporate dividend behavior.</td></tr>
<tr><td>Course Outcomes</td><td colspan="5">• Understand the nature, scope, and functions of financial management including investment, financing, and dividend decisions.
• Apply capital budgeting techniques such as NPV, IRR, payback period, and profitability index to evaluate investment projects.</td></tr>
</table>

	• Calculate and interpret cost of capital components including debt, equity, retained earnings, and apply CAPM for equity valuation. • Analyze the impact of operating and financial leverage on profitability and assess capital structure theories in practical scenarios. • Evaluate dividend policy models and understand corporate dividend behavior and its relevance in financial strategy
References Books	**Reference Books:** 1. Prasanna Chandra – *Financial Management: Theory and Practice* Publisher: McGraw Hill Education 2. Khan and P. K. Jain – *Financial Management: Text, Problems and Cases* Publisher: McGraw Hill Education 3. Pandey – *Financial Management* Publisher: Vikas Publishing House 4. James C. Van Horne – *Fundamentals of Financial Management* Publisher: Pearson Education 5. Rustagi – *Financial Management: Theory, Concepts and Problems* Publisher: Taxmann Publications 6. Eugene F. Brigham and Michael C. Ehrhardt – *Financial Management: Theory and Practice* Publisher: Cengage Learning